PUBLICATION SERVICES INC.

Dupont Circle Building
Washington 6, D. C.
Dupont 7-3466
August 25, 1953

Reed Harris president

Mr. Graydon Ausmus
National Association of Educational Broadcasters
WUOA, University of Alabama
University, Alabama

Dear Mr. Ausmus:

You and your organization, interested in foreign affairs, may wish to know that some of the ablest writers in the foreign affairs field are available through us to work on your publications, reports, speeches, and other papers.

Miss Helen P. Kirkpatrick, Dr. William C. Johnstone, Jr., Thomas W. Wilson, Jr., Howard D. Wheeler, Wolf von Eckardt, Ann Hartwell Johnstone and a host of others are among the capable writers on foreign affairs who work with Publication Services Inc.

Iran or Indonesia, France or Argentina -- we have at least one knowledgeable person who knows the country intimately. Whether your interest is in the business implications of foreign affairs, the advancement of cultural development overseas, aid to starving populations, or the study of foreign governmental mechanisms, there are people on our list who know the subject.

Superior design, editing and writing service is available from us in any field, whether it's writing sparkling copy with a New Yorker touch, persuasive arguments to be presented to a committee of Congress, or solid scientific prose to meet scholarly needs.

You perhaps have your own editorial staff, but even so there must be times when peak loads make you call for outside help. Now and then you may also want something with a slightly new and different approach or appearance from anything done in the past. We can meet your needs, effectively and promptly.

When you call us in, your project will have the attention of one expert or a team, depending upon the need, and each assignment will have the careful supervision of this office.

Please call or write us the next time you need writing, editing, research, design or production of papers or publications. We'll be delighted to work with you and we'll try to make you very glad you called us in.

Sincerely yours,

Reed Harris

Reed Harris
President

RH:t

THE UNIVERSITY OF CHICAGO
CHICAGO 37 · ILLINOIS
RADIO OFFICE

Publicity

August 14, 1953

Mr. Graydon Ausmus, President
NAEB
Box 2002
University, Alabama

Dear Graydon:

I think you will be interested to see that the Chicago NBC station are so impressed with the "Voices of Europe" interview series done by Milton Mayer that they are presenting a selection of six of the programs beginning August 14.

Attached is their press announcement of this event.

Sincerely yours,

George

George E. Probst

GEP:PN
Enclosure

August 7, 1953

WMAQ MERCHANDISE MART · CHICAGO news

PR 6CH

FIRSTHAND REPORTS ON EUROPE TO BE HEARD
ON NEW VOICES OF EUROPE SERIES

Voices of Europe will be the title of a new series of taped interviews with representatives of all walks of European life, to be broadcast over Station WMAQ Fridays from 9:00 to 9:30 p.m. CT beginning August 14.

Milton Mayer, midwestern author, lecturer and former University of Chicago faculty member, will be interviewer in the series, which he recorded during his travels over all of western Europe. Mayer has recently returned from service as professor of social research at the University of Frankfurt in Germany.

On each stanza of the six-week series, Mayer will give an introduction, telling of the background and life of the people who are interviewed on the program.

On the August 14 broadcast, "The Roles of Science and the Church," Mayer will be heard in conversation with Professor Carl Friedrich von Weizsackers of the Max Planck Institute for Physics of Gottingen, Germany, and with Pastor Wilhelm Mensching of the tiny town of Patesen in northwest Germany.

"German scholarship, theology and statesmanship are full of von Weizsackers," states Mayer. Prof. Carl von Weizsacker is internationally known as one of Europe's most distinguished theoretical physicists."

(more)

Firsthand Reports on Europe to be Heard (Cont'd)

Pastor Mensching was interviewed in the study of his parish house --which is also a farm house. He is retiring this year after 30 years of service, to devote all of his energies to the work of the Freundschaftsheim, the Friendship Home, which he established in his neighborhood for young people "of all nations, races and creeds to work together for human brotherhood and peace."

The Voices of Europe series will be presented on WMAQ under the supervision of Miss Judith Waller, director of public affairs and education of the NBC Central Division.

Miss Waller states: "We are very pleased to be able to present this group of firsthand recorded reports from the western side of Europe's Iron Curtain. Milton Mayer is a distinguished authority on the European scene, and the interviews he has brought back give a very human and personalized picture of present-day Europe.

"Listeners must be warned, however," Miss Waller adds, "that most of the interviewees are speaking in a language other than their native one, and that the recordings are necessarily slow-moving. The content of their messages will more than reward the attentive listening demanded."

- - -

TWO NBC "UNCLES" IN PARADE

Prominent in the August 16 parade in Morton Grove, Ill., sponsored by the Chamber of Commerce, will be Johnny Coons, WNBQ's "Uncle Johnny," and Norbert Locke, "Uncle Ned" of WMAQ's Uncle Ned's Squadron.

Johnny will be up to his usual antics, while "Uncle Ned" will sail gliders from the open convertible in which he will be riding.

- - -

(8753)

News Releases

To: NAEB Officers

From: Skornia

Date: June 18, 1954

Not sure whether you get these direct from Sy or not. If not, since these are extras, have one, FYI. Sorry they're a little late. They were sent by Sy on time.

cp

May 20, 1954

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
2500 MUNICIPAL BUILDING, NEW YORK 7, N.Y.
WHitehall 3-3600 Ext. 2281

RELEASE: WEDNESDAY, MAY 26, 1954

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS APPOINTS CECIL S. BIDLACK AS ITS FIRST TELEVISION ENGINEER

The National Association of Educational Broadcasters has named Cecil S. Bidlack, a member of the television engineering staff of the National Broadcasting Company in Cleveland, as its first Television Engineer, effective July 1, 1954, it was announced today (Wednesday, May 26, 1954) by NAEB President Graydon Ausmus.

The new engineering position was made possible by a grant to the NAEB from the Fund for Adult Education. In a letter to president Ausmus, Miss Martha C. Howard, a member of the Fund staff, expressed the hope that the grant "would enable the National Association of Educational Broadcasters to plan sufficiently far in advance to render an engineering service of the highest caliber to the developing educational television stations (of the country)".

Mr. Bidlack is well qualified to take over the responsibilities of his new position. He graduated with an Electrical Engineering degree from Ohio State University in 1925 and has been in radio and television work since then. He was employed as Technical Supervisor of the Ohio State radio station, WOSU, from 1927 to 1938.

Since 1938, he has been a member of the radio and television engineering staff of the National Broadcasting Company, both in New York and Cleveland, concentrating on television work for NBC during the past eight years. Mr. Bidlack has also had experience in engineering consulting work before the Federal Communications Commission.

The NAEB's new Television Engineer is married and has two sons - James 25, an alumnus of Capital University, and Jerry, 23, a graduate of the Oberlin Conservatory of Music. The Bidlacks make their home in Lakewood, Ohio.

# # # # # # # # #

May 21, 1954

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
2500 Municipal Building NEW YORK 7, N. Y.
WHitehall 3-3600 Ext. 2281

RELEASE: TUESDAY, JUNE 1, 1954

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS TO HOLD 5 DAY SEMINAR FOR WRITERS OF IN-SCHOOL RADIO PROGRAMS, JUNE 7 - 11, AT ST. LOUIS, MISSOURI

A five day NAEB In-School Writers Seminar, the primary purpose of which would be "to stimulate experienced writers and writer-producers of in-school programs by offering opportunities for exchange of ideas", will be held in St. Louis, Missouri, June 7 - 11 inclusive, it was announced today (Tuesday, June 1, 1954) by Graydon Ausmus, President of the National Association of Educational Broadcasters.

The host station will be KSLH, one of the outstanding public school stations in the country. Marguerite Fleming, director of KSLH will be in charge of arrangements.

Writers have been selected from NAEB stations in almost every state in the union. These include AM and FM, university and college operated stations, as well as those owned by Boards of Education.

The Seminar Selection Committee was composed of John Henderson of Purdue University as Chairman; M. McCabe Day of the Huntington, West Virginia public school system; Betty Girling of the Minneapolis public school system; Jay Stillinger of the Cleveland public school system and Arlene McKellar of the University of Wisconsin.

Housing accommodations for those attending, as well as the seminar itself, was made possible by a grant from the Kellogg Foundation.

In a letter to those "fellows" selected to attend the seminar, president Ausmus described the 5-day meeting as "among the most significant contributions of the NAEB to upgrading of program levels in America". He added that outstanding writers of school programs from Canada and the United States are expected to be on hand "to furnish leadership in helping to open new vistas to evaluate sample programs now on the air".

(more)

The following is a list of those writers who have been chosen to participate in the seminar:

Ruth Foltz	WBCE, Cleveland, Ohio
Fan Kissen	WNYE, Board of Education Station, New York City
Marylou Reed	KUOM, University of Minnesota, Minneapolis
William Bender	WUOM, University of Michigan, Ann Arbor
Mildred Cowell	WTDS, Toledo, Ohio
Ruth Dockery	KSLH, St. Louis, Missouri
Marie Gutherie	WBGO, Newark, New Jersey
Jack Metzger	WTHS, Miami, Florida
Christine Fitzsimons	WLSU, Louisiana State University, Baton Rouge
Carl Moody	WDTR, Detroit, Michigan
Mrs. Rose Jeanne Jones	KANW, Albuquerque, New Mexico
Frederick Sederholm	WSUI, State University of Iowa, Iowa City
Mrs. Mirjam(cq) Ahlman	WSHS, Sewanhaka High School, Floral Park, N.Y.
Jess Burkett	WNAD, University of Oklahoma, Norman
Mark Munn	WFIU, Indiana University, Bloomington
Larry Beauchamp	WBAA, Purdue University, Lafayette, Indiana
Milburn Carlson	WHA, University of Wisconsin, Madison
Marjorie Stevens	WDTR, Detroit, Michigan
Josephine Williams	KANW, Albuquerque, New Mexico
Elizabeth Carlson	WHA, University of Wisconsin, Madison
Berneice(cq) Setzer	KDPS, Des Moines, Iowa
Martha Gable	Philadelphia Public Schools

# # # # # # # #

WNEW Publicity

July 14, 1954

Mr. Seymour N. Siegel
Radio Station WNYC
Municipal Building
New York 7, New York

Dear Sy:

Herewith several items. First of all, a copy of the letter received today from Paulu, to be sure you know as much as I do. You probably know more, but I wanted to be sure.

Have received several protests regarding shortness of notice on the Prix Italia. Since I received the stuff from you on Saturday, June 26, and got it ready over the week-end and in the mail on Monday, June 28, before leaving on a trip, I'm telling all protestors that I couldn't have done much faster. I am sorry for the short deadline, though, because I do feel more and better entries, and more help from the Committee, might have been possible, if we'd had a couple of more weeks. Since we listed tomorrow as the deadline, how do things look?

Herewith also a letter from the NARTB, and my reply. As stated, I do not have a copy of the release you sent. Could you automatically send us a copy of all such releases (and the one now) so we can present as united a front with you as possible? It leaves me a little up in the air not to have such things, and I think we should probably have file copies and extras to send direct as a matter of routine, anyway. In this case, I've used the technique of "a soft answer turneth away---".

I guess we've both become increasingly busy, but somehow I feel that our liaison isn't as good as it used to be. Anything I can do from this end?

I don't ever want anything to be endangered by failure to provide as full cooperation as possible from this end.

Off to Washington this next week again. Hate to be away, since Hill is also on vacation, and it leaves the office undermanned, but I guess this is the way the world goes.

Sincerely,

Harry J. Skornia
Executive Director

HJS:we
cc: Ausmus
Enc.

Reprint

THE CHRISTIAN SCIENCE MONITOR
Tuesday, December 30, 1952

RECORDS - RADIO - TV

NAEB Publicity

FOUR NAEB SERIES AIDED BY FORD FOUNDATION

New York

This fall and winter the National Association of Educational Broadcasters has been demonstrating the caliber of radio program schoolmen can produce with fundsto match their aspirations.

The results have been, on the whole, impressive.

Officials of the Ford Foundation's fund for adult education, which granted the NAEB $300,000 for radio programming, should be encouraged by the way things have been going.

* * * *

In the past four months, the NAEB has launched the following four series:

"THE JEFFERSONIAN HERITAGE" - A 13-week, half-hour series dramatizing Jefferson's ideas, with Claude Rains playing the American patriot. Even before the 13 programs had run their course on most of NAEB's 82 tape network stations, more than 100 commercial outlets had applied for the series, which is being made available at a nominal fee. The only stipulation is that there must be no commercial sponsorship.

"VOICES OF EUROPE" - One hundred half-hour interviews (20 have been prepared so far) with a great many Europeans on a wide variety of subjects. The interviews are conducted by Milton Mayer, a United States author, broadcaster, and lecturer, who is now professor of social research at the University of Frankfort.

"PEOPLE UNDER COMMUNISM" - Seven one-hour shows, 13 half-hour lectures, and one half-hour documentary. The over-all purpose of this series is to provide an authoritative insight into the strength and weaknesses of the Soviet Union.

"THE WAYS OF MANKIND" - Thirteen half-hour programs aimed at helping the listener understand the behavior of his fellow men in various times, places, and environments.

The fundamental objective of these NAEB-sponsored programs is to appeal to the listener with offerings of first-rate professional quality backed up by conscientious scholarship. Thus, "The Jeffersonian Heritage" was written, produced, and directed by experienced radio men and was based on "the research, writing and advice" of Prof. Dumas Malone of the department of history, Columbia University.

In the case of "People under Communism", the consultants have been Merle Fainsod and Alex Inkeles of the Russian Research Center of Harvard University, Harold H. Fisher of the Hoover Institute and Library, Stanford University, and Philip E. Mosely and Ernest J. Simmons of the Russian Institute, Columbia University, Prof. Walter Goldschmidt of the University of California, assisted by Ruth Oreck, supervised the preparation of "The Ways of Mankind."

What have been the results for the listener?

The liveliest of several sample programs I have heard was "A Word in Your Ear" from "The Ways of Mankind." Directed by Andrew Allan of the Canadian Broadcasting Corporation, this was a literate, highly informative, lively and amusing program. It had moving passages, such as the recitations of the Lord's Prayer as it might have been heard 600 and 1,000 years ago. And its combining of humor with instruction was perhaps most engagingly illustrated in a passage demonstrating how the Trobriand Islanders have solved the awkward problem of what to say upon first confronting a new baby. There resourceful folk simply remark, "How Baby!"

"Stand-In for a Murderer," in the same series, fell short of its goal, no doubt partly because it tried to do too much. This program attempted to acquaint the listener with the complex elements of a primitive Indian ceremony involving conquest by hospitality, and mortal combat between individuals as a means of averting a more general slaughter.

* * * *

"The Music and the Dream" from "People Under Communism" was more successful in treating a comparably difficult subject. It indicated how the delusive "short cut" which the communists offer the Asians can be intelligently dealt with. The answer, to paraphrase Supreme Court Justice William O. Douglas (who was heard on the broadcast) is to understand the aspirations of the peoples of Asia and to help them achieve a better life.

The program suffered from an oversonorous narration, but gained much from the handling of a passage involving the experiences of a disillustioned Chinese Communist. And there was an enlightening comparison between what has happened in China and what can be prevented from happening in other parts of the Far and Middle East.

A common failing in several of the NAEB programs is the insufficient distinction made between authentic, but fictional, characters and actual authorities who appear in person on the programs. The only series which has escaped this confusion (aside from the purely historical Jefferson programs) is "Voices of Europe."

Professor Mayer appears to be trying very hard to serve as the listener's spokesman; his interviews are basic, simple, and eminently understandable.

Having drawn regularly on overseas sources for its broadcasts, the NAEB now makes its own programs available to the CBS, the British Broadcasting Corporation, the Australian Broadcasting Commission, the All-India Radio, and the Voice of America. The association is currently engaged with CBC and BBC in producing an unprecedented international series of 12 programs which will attempt to explain the respective foreign policies of Canada, Great Britain, and the United States. Also it is making plans for the U. S. distribution of transcribed broadcasts of French and Italian music festivals, the Comédie Française, and France's International University of the Air.

Explain

* * * * *

Perhaps the NAEB's most far-reaching association is its membership in the International Radio and Television Advisory Council. The recently formed, 12-member group is working for the interchange of the most outstanding exportable radio and television programs throughout the free world. It is said to be the first such organized effort in radio and TV history.

The association can help advance one of radio's still brightest prospects - the prospect of free peoples speaking to free peoples.

J. B.

Reprint

MEB. Publicity

THE NEW YORK TIMES
Sunday, December 28, 1952

THE YEAR'S SUMMARY
by Jack Gould

In Radio

Now it is time to cite a few of the programs and individuals who lent distinction to 1952 in broadcasting. The attached list follows no preconceived formula and merely represents one viewer's arbitrary opinion of what seemed especially worth while:

The National Association of Educational Broadcasters, working under a grant from the Fund for Adult Education, took the honors with its two transcribed series, "The Jeffersonian Heritage," starring Claude Rains, and "The Ways of Mankind." The former demonstrated the importance of reaffirming democratic principles in anxious times such as these; the latter showed how an understanding of the cultures of the world can be made bright and amusing as well as informative. Both programs originate locally over WNYC.

MEMORANDUM

TO: OFFICERS AND DIRECTORS OF NAEB

FROM: SEYMOUR N. SIEGEL, PRESIDENT

- -

Herewith is a copy of a letter which is being sent to the JCET mailing list of approximately 1700.

The names on this list represent educators and others who have expressed interest in educational television.

There are two enclosures with the letter. 1) the regular NAEB folder and 2) the Grants-in-aid brochure.

This is the first concrete endeavor that we are making in an effort to obtain television memberships in NAEB.

Your comments would be welcome.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Representing non-commercial, educational, radio and television stations, workshops, and production centers, owned and operated by colleges, universities, school systems and public-service agencies.

August 12, 1952

Because of your interest in educational television, the National Association of Educational Broadcasters is inviting your affiliation.

The Association, as you may know, was primarily responsible for the establishment of the Joint Committee on Educational Television, and is a constituent member of the Committee.

In addition, the NAEB in cooperation with WOI-TV, is sponsoring the first educational Television Workshop, to be held at Ames, Iowa on August 17th.

At the present time, the Association is administering a Grant-in-Aid made by the Fund for Adult Education established by the Ford Foundation, for radio and television programs to be produced by educational institutions (brochure enclosed).

I am taking the liberty of also enclosing another brochure describing in detail some of the activities of the Association, and the requirements for membership. In addition to Active and Associate Institutional membership, individuals are welcome to become subscribing members, which will enable them to receive the monthly NAEB News-Letter, containing the latest developments in educational broadcasting.

Further information concerning membership may be obtained by writing to Mr. Jim Miles, Executive Director, 119 Gregory Hall, University of Illinois, Urbana, Illinois.

Sincerely yours,

Seymour N. Siegel

Seymour N. Siegel
President

PRESIDENT
SEYMOUR N. SIEGEL
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

VICE-PRESIDENT
GRAYDON AUSMUS
WUOA, University of Alabama
University, Alabama

TREASURER
FRANK SCHOOLEY
WILL, U. of Illinois
Urbana, Ill.

EXECUTIVE DIRECTOR
JAMES MILES
GREGORY HALL, U. of Illinois
Urbana, Ill.

GENERAL COUNSEL
MARCUS COHN
Cafritz Building
Washington, D. C.

REGIONAL DIRECTORS

☆

Region I
PARKER WHEATLEY
WGBH, Lowell Institute
Broadcasting Council
Boston, Mass.
Maine, New York, Connecticut, New Hampshire, Massachusetts, Vermont, Rhode Island, Pennsylvania, New Jersey, Delaware and Maryland.

Region II
ALVIN GAINES
WABE, Board of Education
Atlanta, Ga.
Virginia, West Virginia, Alabama, Kentucky, Tennessee, North and South Carolina, Georgia, Florida and Mississippi.

Region III
WALDO ABBOT
WUOM, U. of Michigan
Ann Arbor, Mich.
Ohio, Michigan, Indiana, Illinois and Wisconsin.

Region IV
RICHARD B. HULL
WOI, Iowa State College
Ames, Iowa
Iowa, Minnesota, North and South Dakota, Nebraska and Wyoming.

Region V
JOHN DUNN
WNAD, U. of Oklahoma
Norman, Okla.
Missouri, Kansas, Colorado, New Mexico, Oklahoma, Arkansas, Texas and Louisiana.

Region VI
ALLEN MILLER
KWSC, State College of Washington
Pullman, Washington
Montana, Washington, California, Idaho, Oregon, Nevada, Arizona, Utah and Territory of Hawaii.

•

DIRECTOR OF STUDIES
DALLAS W. SMYTHE
Illinois University Communications Research Institute.
Urbana, Illinois

SECRETARY AND PUBLICATIONS EDITOR
BURTON PAULU
KUOM, U. of Minnesota
Minneapolis, Minnesota

MEMORANDUM

TO: OFFICERS AND DIRECTORS OF NAEB

FROM: SEYMOUR N. SIEGEL, PRESIDENT

Herewith is a copy of a letter which is going out to some 18,000 people throughout the United States, including governors, congressmen and senators, mayors, school superintendents, college and university presidents, 5200 listees in "Who's Who in America", and the heads of all national organizations. Enclosed with this letter will go the Jeffersonian Heritage brochure.

This is the sample of direct mail audience building activity and promotion, and represents the first of a series of such efforts in connection with the FAE Adult Education Project.

Your comments would be appreciated.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Representing non-commercial, educational, radio and television stations, workshops, and production centers, owned and operated by colleges, universities, school systems and public-service agencies.

Beginning September 14th, the National Association of Educational Broadcasters will present, on the educational radio stations of America, a distinguished, creative series of radio programs on "The Jeffersonian Heritage".

This series of programs will seek to explore the enduring ideas that are best summed up in our Declaration of Independence, and best symbolized by Thomas Jefferson as an individual.

The programs will seek to translate into living terms, the principal features of the American heritage, as passed down from Thomas Jefferson through a national history richly endowed with his ideas. These features are seen as: -- one rich fair land offering vast opportunities; one diverse people melded into a national unit; one background of knowledge and skills, inherited from the mass races of our ancestry and lastly, the new, tireless and universal ideas of a new land.

For the first time in America we have been able to harness the intelligence of noted scholars in the production of a series of radio programs. "The Jeffersonian Heritage" is based on the research, writings and advice of Professor Dumas Malone of the Department of History of Columbia University, and stars Mr. Claude Rains as Thomas Jefferson.

I hope there is some manner in which you will be able to hear some of these programs on the educational radio station in your community. Your comments on this type of adult, mature and literate radio broadcasting would be sincerely appreciated.

Sincerely yours,

Seymour N. Siegel

Seymour N. Siegel
President

PRESIDENT
SEYMOUR N. SIEGEL
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

VICE-PRESIDENT
GRAYDON AUSMUS
WUOA, University of Alabama
University, Alabama

TREASURER
FRANK SCHOOLEY
WILL, U. of Illinois
Urbana, Ill.

EXECUTIVE DIRECTOR
JAMES MILES
GREGORY HALL, U. of Illinois
Urbana, Ill.

GENERAL COUNSEL
MARCUS COHN
Cafritz Building
Washington, D. C.

REGIONAL DIRECTORS

☆

Region I
PARKER WHEATLEY
WGBH, Lowell Institute Broadcasting Council
Boston, Mass.
Maine, New York, Connecticut, New Hampshire, Massachusetts, Vermont, Rhode Island, Pennsylvania, New Jersey, Delaware and Maryland.

Region II
ALVIN GAINES
WABE, Board of Education
Atlanta, Ga.
Virginia, West Virginia, Alabama, Kentucky, Tennessee, North and South Carolina, Georgia, Florida and Mississippi.

Region III
WALDO ABBOT
WUOM, U. of Michigan
Ann Arbor, Mich.
Ohio, Michigan, Indiana, Illinois and Wisconsin.

Region IV
RICHARD B. HULL
WOI, Iowa State College
Ames, Iowa
Iowa, Minnesota, North and South Dakota, Nebraska and Wyoming.

Region V
JOHN DUNN
WNAD, U. of Oklahoma
Norman, Okla.
Missouri, Kansas, Colorado, New Mexico, Oklahoma, Arkansas, Texas and Louisiana.

Region VI
ALLEN MILLER
KWSC, State College of Washington
Pullman, Washington
Montana, Washington, California, Idaho, Oregon, Nevada, Arizona, Utah and Territory of Hawaii.

●

DIRECTOR OF STUDIES
DALLAS W. SMYTHE
Illinois University Communications Research Institute.
Urbana, Illinois

SECRETARY AND PUBLICATIONS EDITOR
BURTON PAULU
KUOM, U. of Minnesota
Minneapolis, Minnesota

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

1201

W. P. MARSHALL, PRESIDENT

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr.

(45),

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

,NSA155

1952 NOV 14 PM 4 00

NS,WA111 PD=FAX WASHINGTON DC 14 436P=

:GRAYDON AUSMUS, DIRECTOR RADIO BROADCASTING SERVICES=
RADIO STATION WUOA (FM) UNIVERSITY OF ALABAMA

UNIVERSITY ALA=

:PLEASE SENT GLOSSY PRINT TO JCET IMMEDIATELY FOR PUBLICITY USE=

BLANCHE CRIPPEN ASSISTANT DIRECTOR PUBLIC INFORMATION=

No. 4606 Bg

or

No. 7087 To ausmus Bg Ala

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

August 7th, 1952

Mr. William Griffiths
Fund for Adult Education
914 East Greene Street
Pasadena, California

Dear Bill:

Bob Hudson has indicated that you would like some information concerning the promotional and audience building activities which are going into the FAE Adult Education Project radio programs.

Thus far, in connection with THE JEFFERSONIAN HERITAGE, which is to be released over NAEB stations beginning September 14th, we have done the following:

1) 350,000 two-color folders are in the process of being printed at the University of Illinois. These are being distributed on a population basis with 75,000 being mailed out in each of the following cities: New York, Boston, Los Angeles; 25,000 in Minneapolis; 15,000 in Madison and Urbana, with decreasing amounts in other localities.

   In the case of 15 of the major NAEB stations, there is a special overprint indicating the time and date that the HERITAGE programs are to be broadcast.

2) 18,000 letters, with the brochure enclosed, are being sent to the following:
   a- All governors
   b- All congressmen
   c- All senators
   d- 500 mayors
   e- 1,000 heads of national organizations
   f- 5,000 college and university presidents and school superintendents
   g- The first 200 and the last 200 names in each letter of the alphabet in "Who's Who in America"

3) One national release has been sent to each of 900 radio editors throughout the United States, including the trade press; the educational press; and the city editors in metropolitan dailies. (The pick-up on this has been very gratifying, including an editorial in the New York Times, copy of which is enclosed.) Column stories have also appeared in the trade press.

4) A second national release is being sent to the same list, specifying September 14th as the date of the release of the shows. (Copy of this second release is enclosed, herewith.)

5) Individual releases for each of the 13 half-hour programs have been prepared and distributed to the member stations of NAEB for local consumption. (Copy of that kit is enclosed, herewith.)

6) Proposed spot announcements have been transmitted to all member stations of NAEB to be used in audience building activities. (These are also enclosed.)

7) Full-page advertisements in VARIETY, BROADCASTING MAGAZINE, RADIO DAILY and BILLBOARD, as well as the front inside cover of the Annual Education Issue of the SATURDAY REVIEW, have been obtained.

In addition, 800 lines in the radio section of the New York Times for Sunday, September 14th, have been reserved.

8) The Oxford University Press, Rinehart Publishing Company and the Beacon Press have all expressed interest in publishing the Jefferson scripts. They are now being examined by Oxford University Press.

The American Unitarian Association has requested residual rights to publish the scripts in the oldest religious weekly in America, and are urging Unitarian groups throughout the country to listen to the programs and to request local commercial stations to obtain same.

9) An initial order of 100 pressings of the entire Jefferson series has been placed with the Columbia Records, Inc., and these will be sold, at cost, to commercial stations. (Already almost 40 have requested information concerning the series, as a result of the news stories.)

10) Publishers' Weekly is working out a tie-in plan with the Book-Sellers of America concerning all books recently published on Jefferson.

11) The American Library Association will be setting up special Jefferson exhibits and special "Jefferson Shelves", tieing-in with the broadcasts.

12) It is expected that stories will appear in TIME and NEWSWEEK.

13) Arrangements have not as yet been completed, but it is also expected that a feature story will appear in the SATURDAY REVIEW, with a pick-up by READERS' DIGEST.

14) A copy of the pressings is to be presented to President Truman, and this will be the basis for an additional story.

15) Pressings will also be made available to educational institutions, schools, etc., and a limited number will be sent to depository libraries.

The above is merely what we are doing in connection with THE JEFFERSONIAN HERITAGE. Equal, if not greater, efforts will be made in connection with "PEOPLE UNDER COMMUNISM", "THE WAYS OF MANKIND" and "THE PEOPLE TALK BACK".

NAEB's Board of Directors has not yet decided on whether any of these future shows should be released on a national network simultaneously with or before release on NAEB stations. Promotional and publicity plans will necessarily depend on such action.

I have attempted to keep Anne Spinney fully informed of all these developments as they take place.

All of the above has met with the complete and full approval of the Adult Education Committee.

Your own, and Scotty's comments on this operation would be welcome.

With best wishes, I am

Cordially yours,

Seymour N. Siegel
President

sns/t
encls.

4/6/54

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
2500 Municipal Building, New York 7, N. Y.
WHitehall 3-3600 Ext. 2281

NAEB publicity

RELEASE: MONDAY, APRIL 12, 1954

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS ESTABLISHES PERSONNEL SERVICE FOR EDUCATIONAL RADIO AND TV STATIONS

Donald N. Walker Named Head of Personnel Project

The establishment of a "regular, comprehensive personnel service, aimed at serving the needs of the entire field of educational television and radio" was announced today (MONDAY, APRIL 12, 1954), by Graydon Ausmus, President of the National Association of Educational Broadcasters.

The project was made possible by a grant to the NAEB from the Fund for Adult Education.

In a letter to Mr. Ausmus, Martha C. Howard, Assistant to the President of the Fund for Adult Education, noted that "this service will place on an organized and more efficient basis, the placement and personnel classification functions, at present handled by a variety of organizations."

"It is understood", Miss Howard added, "that the director and secretary of the placement bureau will be full-time staff employees of the National Association of Educational Broadcasters."

Describing the duties of the director and the secretary, Miss Howard said, "Systematic efforts will be made by them to maintain files, as nearly complete as possible, on all qualified personnel seeking positions in the field of educational television and radio. This service by the Association will be made generally known, both among its member stations and others, and inquiries from all sources, whether NAEB members or not, concerning personnel, will be given full attention."

Named by NAEB President Ausmus to direct the activities of this newly created personnel service is Donald N. Walker, formerly assistant office supervisor of the University of Illinois Health Service, where his duties included personnel supervision.

Mr. Walker, a University of Illinois graduate, has also had experience in sales, accounting and office management, as well as operating his own printing business for three years. He is 27 years old, single, and makes his home in Urbana, Illinois.

# # # # # # # # # #

To- Ausmus, FYI

November 18, 1953 O.K.

VOICES OF EUROPE

Re letter forwarded from Lowell, re series being "easy on communism". Phone call with George Probst reveals: after Mayer

-Series edited by Norman Mickey

-Probst hears all or most

-Wheatley's Girl hears.

-Victor Riesel, Hearst man, called series excellent and beyond suspicion.

-Letter from McCarty will explain Wisconsin experience similar to that of Riesel.

P. S

- We're almost thru' with French music, so think we should finish, if OK with you (only 3 to send to end it).

- Have "Voices" on agenda to follow up regularly on.

Regards

H.

from National Association of Ed. Broadcasters
2500 Municipal Bldg.
New York, N.Y.

Dallas Longacre
3,1000
Rm. 3219

Please return by 4 pm -
Publicity & Promotion

FOR RELEASE SATURDAY, JANUARY 25TH:

Three Years of New York Television:

A steady increase in the amount of Drama, led by Crime drama, and in the amount of violence on television were highlights of the third in a series of annual content analyses of New York television programs released today for the National Association of Educational Broadcasters by Dallas W. Smythe, Director of Studies.

The NAEB released preliminary results of the study of all programs broadcast by seven New York television stations in the week of January 4 - 10, 1953, together with a detailed report analyzing the data obtained in the studies conducted in the comparable weeks of 1952 and 1951. The report on the first two years' studies was written by Dr. Smythe and containes an introduction by Professor Robert K. Merton of Columbia University. The 1952 and 1953 studies were conducted by the NAEB with funds provided by the Fund for Adult Education, established by the Ford Foundation. Television sets for use in observing programs were generously provided by the Zenith Corporation, while the New Yorker Hotel, through special arrangements for rooms, and the Western Union Telegraph Company, which installed electric clocks, were extremely helpful. During the study week in 1953 a total of 56 monitors were used. In the current study two groups of monitors

were used. One group, drawn from graduate students in communications, psychology and sociology from Columbia University and New York University, followed procedures similar to those used in the preceding studies. The other group, consisting of 20 graduate students in Theatre Arts from Columbia University and Queens College were engaged in a special analysis of the methods of character portrayal in drama programs produced for television. Two days of intensive training were given all monitors.

In addition to the preliminary results released today from the 1953 study a later report will analyze it in detail. A special feature of this later report will be the analysis of character portrayals. The purpose of this portion of the study was to analyze objectively certain aspects of stereotyping in character portrayal in drama produced for television broadcast. All that can be said of this phase of the study at the present time is that such analyses were performed for 160 programs, totalling 71 hours and 42 minutes of program time, or 23 percent of all Drama program time. Of this total, 131 programs totalling 60 hours and 20 minutes (or 20 percent of all Drama time) were drama programs apparently produced for television broadcast, while 29 programs, with 11 hours and 22 minutes were drama programs composed of film apparently produced for theatrical exhibition. In what we have termed indigenous television drama, a total of 337 characters were independently analyzed by three monitors each. An additional 160 characters were analyzed by less than three monitors apiece. Of these totals, 56 characters analyzed by three monitors and 25 characters analyzed by less than three monitors appeared in serial

dramas which were studied on more than one day.

Noteworthy features in the 1953 preliminary release are as follows:

Time on the air. In 1953, the 7 New York stations broadcast 39,104 minutes or 651 hours, 44 minutes. This was an increase of 3.9 percent over 1952 and 15.5 percent over 1951. Station signals in the 1953 week were off the air unintentionally for 155 minutes, presumably because of storm conditions. If this time had been filled with broadcast signals, the total 1953 program time would have been 39,259 minutes, or 4.3 percent more than in 1952.

The increase in time on the air has all taken place in the network stations WCBS-TV, WNBT, WABD and WJZ-TV. In the aggregate these stations broadcast 11.9 percent more time in 1953 than in 1952, and 40.1 percent more than in 1951. The three non-network stations -- WOR-TV, WPIX and WATV each decreased its program time in the past three years. In 1953 their total time on the air was 7.8 percent less than in 1952, and 11.6 percent less than in 1951.

Programming by Class of Program. All drama programs in 1953 were higher than the year before for the second successive year. In 1953 they were 47.0 percent of total time; in 1952, 42.4 percent; in 1951, 33.2 percent.

Drama programs for the general audience increased for the second year in a row. In 1953 they were 43.1 percent of total time; in 1952, 35.7 percent; in 1951, 25.4 percent.

Drama programs for the child audience declined for the second successive year. In 1953 they were 3.9 percent of total time; in 1952, 6.7 percent; in 1951, 7.8 percent. This classification

does not include all drama presumably available to children. Thus, the drama programs (general as well as children's) broadcast in the children-hours (5 to 7 PM weekdays, and sign-on to 7 PM Saturday and Sunday) were 57.2 percent of total time in 1953, 55.9 percent in 1952, and 55.7 percent in 1951. General Drama programs in these hours were 50.5 percent of total time in 1953, 34.9 percent in 1952, and 25.3 percent in 1951. Children's drama in these hours were 6.7 percent of total time in 1953, 21.0 percent in 1952 and 30.4 percent in 1951 .

The largest sub-class of drama, Crime Drama, was 15.3 percent of total time on the air in 1953; in 1952 it was 14.8; in 1951, 10.0 percent.

The second largest sub-class of drama Western, totalled 7.3 percent of all program time in 1953, as compared with 8.3 percent in 1952 and 7.8 percent in 1951.

Little change has taken place in Comedy Drama which stands at 6.0 percent in 1953, 4.3 percent in 1952 and 5.3 percent in 1951.

The fourth largest sub-class of Drama, Domestic Drama has increased substantially. In 1953 it is 5.8 percent, in 1952, 4.0 percent, in 1951, 1.1 percent.

Declines have taken place in Sports, in Quiz, Stunts and Contest programs, and in Personalities programs. Sports programs fell from 10.1 percent of total time in 1951 to 8.4 percent in 1952 and to 6.8 percent in 1953. Quiz, Stunt and Contest programs were 5.7 percent in 1953 as compared with 7.0 in 1952 and 7.2 percent in 1951. Personalities programs were 2.7 percent in 1953, 2.4 percent in 1952 and 4.2 percent in 1951.

Slow growth is registered by Popular Music

programs which aggregated 4.2 percent in 1953, 3.7 percent in 1952 and 3.4 percent in 1951.

Variety programs as a whole were slightly more numerous in 1953 than in 1952 (11.9 percent as compared with 10.9 percent) but in both 1953 and 1952 they were less common than in 1951 (18.4 percent). Variety programs for the general audience fell from 13.6 percent in 1951 to 6.2 percent in 1952 and to 3.5 percent in 1953. Both Children's Variety and Domestic Variety programs were much more abundant in 1953 than in either 1952 or 1951.

The program classes having mostly to do with information which increased their relative share of total time over the past year were:

News - up to 6.6 percent from 5.9 percent. This is because of a sharp increase in "Special Events & Features" itself largely due to the addition of the Dave Garroway "Today" program since the last study was conducted. The proportion of News Reports actually fell (from 5.7 to 4.3 percent).

Cooking - up to 2.8 percent from 2.0 percent.

Personal Care - up to 0.8 from 0.5 percent.

Those which decreased from 1952 to 1953 were:

Information (general) - 2.9 percent in 1952; 2.3 in 1953.

Information (children) - 0.9 percent in 1952; 0.8 in 1953

Arts, Crafts & Hobbies - 1.2 percent in 1952; 0.4 in 1953

Shopping & Merchandise - 3.5 percent in 1952; 1.4 in 1953

The program classes concerned with orientation which increased their share of total time between 1952 and 1953 were:

Religion: 1.0 percent in 1952; 1.7 in 1953

Pre-school entertainment - 0.1 percent in 1952; 0.5 percent in 1953

Those which decreased were:

Public events - from 1.4 percent to zero

Public issues - 1.9 percent in 1952; 1.5 in 1953

Public institutional - 1.6 percent in 1952; 1.2 in 1953

Personal relations - 1.0 percent in 1952; 0.5 in 1953

Violence: The number of acts and threats of violence as defined in our 1952 study in all television programs (except Sports, News, Weather, Public Issues and Public Events) rose from 2,970 in the week in 1952 to 3,539 in the week in 1953. This is an increase of 19 percent. The number of acts and threats of violence in the Children-hours rose by 10 percent, from 1,278 to 1,412. In the remaining time segments they increased by 24 percent, from 1,692 to 2, 127.

When the acts and threats of violence are related to the amounts of program time one finds that there were 5.8 acts and threats per hour for all program time in 1952 and 6.3 (preliminary) in 1953, an increase of 9 percent. For the Children-hours there were 9.6 acts and threats per hour in 1952, and 9.2 in 1953. For the other time segments there were 4.4 in 1952 and 5.2 in 1953.

As is plainly stated in the full report on the 1952 study, this data on violence bear absolutely no implications as to either the effects or the aesthetic values involved.

Programs identified with educational institutions: In 1953, a total of 14 programs were identified with educational institutions. This was an increase of one over the 13 found in 1952, and of 13 over the one observed in 1951. The distribution of these programs by stations was as follows:

	1953	1952	1951
WCBS-TV	3	1	0
WNBT	0	0	0
WABD	2	2	1
WJZ-TV	1	1	0
WOR-TV	1	0	0
WPIX	3	3	0
WATV	4	6	0
Total	14	13	1

Advertising: Primary advertising -- what Professor Merton calls segregated advertising -- increased from 1952 to 1953 both in terms of number of advertisements and in total time devoted to them. There were 3,771 primary advertisements in the 1953 week, an increase of 21 percent over the 3,104 in 1952. And there were 235,404 seconds devoted to primary advertising, an increase of 27 percent over the 185,482 seconds in the 1952 week.

The time devoted to primary advertising in 1953 was 10.0 percent of total time on the air, as compared with 8.2 percent in 1952 and 10.0 percent in 1951. Reliability checks on previous studies indicate that monitors have missed between 5 and 10 percent of the actual amount of primary advertising.

Data on secondary advertising for the 1953 week have not been completely analyzed as yet.

Release August 24, 1953

From National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

URBANA, ILLINOIS -- The National Association of Educational Broadcasters announced today the names of the successful candidates for the two intensive educational television study sessions to be held late in August and early in September. This announcement was made in a joint release from Graydon Ausmus, president, and Harry J. Skornia, Executive Director, of the NAEB.

Candidates selected to be NAEB Fellows for the Educational Television Production Workshop to be held at the University of Illinois, Urbana, from August 28 to September 18 are as follows:

Gale R. Adkins, Acting Director of Radio-Television, University of Texas, Austin;
J. Larry Beauchamp, Program Director, Purdue University, Lafayette, Ind.;
William K. Cumming, Producer-Director, Michigan State College, East Lansing
Marguerite Fleming, Station Manager, KSLH, St. Louis Board of Education, St. Louis;
John H. Glade, Producer, Purdue University, Lafayette, Ind.;
William Gulley, Station WUNC, Consolidated University of North Carolina, Chapel Hill, N.C.;
Warren A. Kraetzer, Director, Office of Radio-TV, New York University, New York;
Marie Scanlon, Supervisor, Radio and TV, Newark Board of Education, Newark New Jersey;
Karl F. Schmidt, Program Manager, WHA, University of Wisconsin, and TV Production Development, Staff Member, Madison, Wis.;
Hazen J. Schumacher, Jr., Supervisor of Production, University of Michigan, Ann Arbor;
Herbert Seltz, Head of TV Production, Indiana University, Bloomington;
Francis P. Tobolski, Asst. to Supervisor of Radio-TV, Illinois Institute of Technology, Chicago, Ill.;
Evelyn Walker, Coordinator of Radio and TV for Birmingham Public Schools, Birmingham, Ala.;
Walter Whitaker, Program and Production Director, University of Alabama, University, Ala.;
Wolfgang Kuhn, Chairman of Radio-TV Committee, School of Music, University of Illinois, Urbana.

The Workshop will be in charge of Rudy Bretz, Croton-on-Hudson, N.Y., and Professor Edward Stasheff of the University of Michigan. Professor Richard Rider, Director of Television for the University of Illinois, will serve as coordinator.

--- MORE ---

Candidates selected to be NAEB Fellows at the Educational Television Station Management Seminar to be held at Iowa State College, Ames, Iowa, August 30 to September 5 are:

R. Edwin Browne, Director of Radio and TV, University of Kansas, Lawrence;
William G. Harley, Program Director, Wisconsin State Broadcast Service, University of Wisconsin, Madison;
John D. Henderson, Educational Supervisor, WBAA, Purdue University, Lafayette, Ind.;
Mrs. Kathleen Lardie, Manager, Public School Station WDTR, Detroit;
Carl Menzer, Director, Radio Stations WSUI and KSUI, State University of Iowa, Iowa City;
Paul Rickard, Director of Radio-TV, Wayne University, Detroit, Mich.;
S. Donald Robertson, Director, KFJM, University of North Dakota, Grand Forks;
Elmer Sulzer, Director of Indiana Radio and TV Service, Indiana University, Bloomington, Ind.;
Mrs. Elaine Tucker, Program Director, KOKH-FM, Classen High School, Oklahoma City, Okla.;
Kenneth D. Wright, Director of Broadcasting Services, University of Tennessee, Knoxville.

Professor Richard B. Hull, Manager of WOI-AM-FM-TV at Iowa State College and Merritt Ludwig, Assistant Manager of the Iowa State College stations will be in charge of this seminar. Consultant for the seminar will be Graydon Ausmus, NAEB President.

These two television study sessions have been made possible by grants from the Fund for Adult Education, an independent organization established by the Ford Foundation. The objective of the session is to help train and provide high-level, professionally skilled management and production personnel for the growing number of educational and community television stations made possible by the Federal Communications Commission's reservation of channels for non-commercial broadcasting in America on an equal basis with commercial stations.

-30-

from the desk of
SEYMOUR N. SIEGEL
DIRECTOR

Graydon

For your info -

SNS.

WNYC-AM & FM
2500 MUNICIPAL BLDG. NEW YORK 7, N.Y.

FROM: NATICNAL ASSCCIATICN CF EDUCATICNAL BRCADCASTERS
2500 Municipal Building
New York 7, N. Y.

FCR RELEASE: JANUARY 18, 1954

NEW NATICNAL ASSOCIATION CF EDUCATICNAL BROADCASTER'S SERIES, "ASIA REPCRTS", TO BRING HCME CRIENTAL PRCBLEMS AND ASPIRATIONS TO AMERICAN AUDIENCE, THROUGH ON-THE-SPCT INTERVIEWS AND DISCUSSIONS.

Committee for Free Asia sends
Robert Goralski on Four Months
Tape-recording Tour of the
Far East

For the first time, Americans will have the opportunity to hear outstanding Asian personalities discuss their culture, history, economic and social conditions and aspirations, in "ASIA REPCRTS", a new series of half-hour programs, featuring on-the-spot interviews and discussions from 10 Far Eastern countries, produced by the National Association of Educational Broadcasters, in cooperation with the Committee for Free Asia, Inc., it was announced today by Graydon Ausmus, President of NAEB.

Robert Goralski, a staff member of the Committee for Free Asia, spent four months touring Japan, Korea, Taiwan (Formosa), Hong Kong, Thailand, Indo-China, Indonesia, Malaya, Pakistan and Ceylon tape-recording interviews and roundtable discussions. His visit to Malaya coincided with the recent visit there of Vice-President Richard Nixon and local authorities asked Goralski to act as commentator for a newsreel of Nixon's tour of the country.

Some of the persons who will participate in the "Asia Reports" series are known to Americans, because they are outstanding leaders in their countries and are frequently mentioned in news dispatches. Others are unknown to most Americans, but enjoy a great reputation in Asia as leading educators, economists and historians. Their views, constitute a fresh and instructive approach to understanding Asian aspirations. It is the aim of the Committee for Free Asia, a private, non-profit organization, to work with the people of the Far East in developing free, democratic institutions through the participation of private citizens and non-governmental organizations.

One of the major Asian complaints, that lead to the current series of broadcasts, is that, all too frequently, information about the Orient reaches Americans through the observations of fellow Americans. Many Asians feel that the people of the United States could understand their problems more clearly if Asians themselves could tell Americans, in their own way, how they view their own problems. "Asia Reports" gives them that opportunity.

Twenty-three of the projected 39 programs in the series are being distributed to member-stations of the National Association of Educational Broadcasters' Tape Network today (Monday, January 18, 1954).

The titles and participants on each of the 23 programs are as follows:

JAPAN

JAPAN'S PROBLEMS TODAY

Mr. Kiyoshi Togasaki, President, Nippon Times

Mr. Toyonobu Domen, President, Ajinomoto Company

Miss Yoko Matsuoka, author, critic

JAPAN: AN EXAMINATION OF CULTURE

Miss Shio Sakanishi, critic, author, lecturer

Mr. Keizo Horiuchi, musical annotator, publisher

Mr. Kinichi Ishikawa, essayist, translator, author

JAPAN: AN EXAMINATION OF EDUCATION

Dr. Hachiro Yuasa, President, International Christian University

Professor Junesei Ijichi, Dean, College of Commerce, Waseda University

Miss Akiko Owatari, Student, Tsuda-juku Women's University

JAPAN'S HISTORY

Professor Iwao Ayusawa, Professor of Social Relations, International Christian University

Mr. Soichi Saito, General Secretary, National Committee of the Japanese Y.M.C.A.'s

Dr. Kazuo Kawai, former Editor-in-Chief, Nippon Times, Associate Professor of Political Science, Ohio State University.

STATUS OF JAPANESE WOMEN

Mrs. Shizue Kato, former Baroness Ishimoto, member of Japanese House of Councilors

Miss Fuji Nomiyama, professor, Japanese Women's University

Miss Kazuko Tsurumi, critic, writer

SPORTS OF JAPAN

Eimei Kate, Associate Editor, English Mainichi newspaper

Masami Saite, City News Editor, Kyodo Press Agency

Hideaki Kawako, Sports Staff, Sangyo Keizai Shimbun

KOREA

KOREA'S HISTORY AND CULTURE

Choe Wan-pok, Professor, Ehwa Women's University

Kim Chae-won, President, Korean National Museum

Ho Hyon, Editor-in-Chief, Korea Times

PRESENT KOREA AND THE FUTURE

Helen Kim, President, Ehwa Women's University

King Yong-U, National Assemblyman

Joseph Chu, writer, educator

VIETNAM

WOMEN'S STATUS IN VIETNAM

Mme. Tran Dinh De, nurse-midwife

Mme. Doan Quan Tan, high school principal

VIETNAM'S CULTURE

Dr. Tran Cuu Chan, former Minister of Education

Mr. Bhan Van Cuong, Chemist

Mr. Vinh Huyen, Lawyer

BASIC FACTS ABOUT VIETNAM

Mr. N. P. Dang, Journalist, Author

Dr. Ho Quan Phouc, President, Saigon Junior Chamber of Commerce

THAILAND

THAILAND'S HISTORY AND CULTURE

Major General Mom Luang Kharb Kunjara, Director-General, Department of Public Relations and Secretary to the Thai Prime Minister

THAILAND'S AGRICULTURE AND TRADE

Luang Tawin, Director-General, Department of Trade

Luang Pong, Chief, Foreign Section, Government Tourist Bureau

MUSIC OF THAILAND

Major General Mom Luang Kharb Kunjara, Director-General, Department of Public Relations and Secretary to the Thai Prime Minister

MALAYA

MALAYA'S LAND AND PEOPLES

Gerald Hawkins, Registrar of State Nationals of the Federation of Malaya, Citizen of Malaya, historian and authority on Malaya.

Ng Seow Buck, Educator in charge of Chinese language educational programs for Radio Malaya

Che Mustapha Albakri, Keeper of the Rulers' Seal, or secretary and coordinator for the offices of the Sultana of the various states of the Federation and religious leader of the Moslem community.

MALAYAN CULTURE

Dr. Ho Seng Ong, educator, administrator, author of books on education in Malaya, Principal of the Kuala Lumpur Methodist Boys' School.

Che Mohammed Salleh bin Askor, Director of Programs for the Malay section of Radio Malaya

Fred Arulanandom, attorney and President of the Malayan Youth Council

PROGRESS AND DEVELOPMENT

Dato Onn bin Ja'afar, Member for Home Affairs, President of the Independence of Malaya Party, one of Malaya's leading political figures.

Dato E.E.C. Thuraisingam, Member for Education

M. J. Hogan, Attorney General for the Federation

RUBBER AND TIN

Colonel H. S. Lee, Member for Lands, Mines and Communications, President, All Malayan Tin Miners Association, who discussed the tin industry and its problems with Vice President Nixon, during the Vice-President's visit to Malaya

H. A. Campbell, Chairman, Malayan Rubber Products Producers Council, who discussed rubber problems with Mr. Nixon

MALAYAN SOUNDS

Tony Beamish, Deputy Director, Radio Malaya

Stuart Wavell, Information Officer

TAIWAN (FORMOSA)

Shen Chang-huan, government spokesman

Nancy Yu Huang, Publisher of China Post

O. K. Yui, Governor of Taiwan

Mrs. Chu Fu-tsung, wife of information officer for the the Ministry of Foreign Affairs

Dr. Han Lih-wu, former Minister of Education, author

Colonel Wu Ping-chung, Head of Chinese Army Interpreters

Mrs. K. T. Kuo, leading woman in Taiwan greatly interested in education

HONG KONG

POPULATION AND RESETTLEMENT

Dhun Ruttonjee, Member of Legislative and Urban Councils

C. N. Li, Assistant Social Welfare Welfare Officer of Hong Kong Government

HONG KONG TRADE AND BUSINESS

Mr. J. Stericker, Business Leader

Mr. Dick Lee, Business Leader

HONG KONG: CULTURAL CENTER

Professor H. C. Yu, New Asia College

Chang Kuo-Sin, writer, Director of Asia Press

M. H. Su, Journalist

Robert Goralski, who is both interviewer and moderator for the "Asia Reports" series, was born in Chicago and is a journalism graduate from the University of Illinois. After serving with the Navy in the Pacific, during World War Two, he was recalled to service in 1951, becoming radio combat correspondent on the staff of Admiral Turner Joy. He covered the early talks at Panmunjom and the siege of Wonsan.

While based in Tokyo, he joined a Japanese-American student group that carried on weekly discussion meetings on current world events. Through such discussions, Goralski gained an understanding of the attitudes of young Japanese on crucial issues and became imbued with the need to improve relations between Americans and Asians.

In 1952 he joined the Committee for Free Asia and was assigned to Japan.

##################

(Proposed)

NEWS RELEASE: FROM NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS, URBANA, ILLINOIS

For Release November 23 (?), 1953

Fourteen grant-in-aid awards for from $700.00 to $9,000.00 each were announced today by Harry J. Skornia, Executive Director of NAEB. The smallest grant went to George Washington University, Washington, D. C. for a series of weekly radio news programs emanating from the nation's capitol. The largest grant was to the University of Nebraska for a series of 39 half-hour recorded Television programs explaining the significance of the great plains area to American history.

All grants were made possible by a gift from the Educational Radio and Television Center, Ann Arbor, Michigan. This is the second year the NAEB has handled such grants-in-aid. Programs resulting from the 1953 series of grants-in-aid are soon to be released nationally by the NAEB Tape Network and through the educational television stations of the country.

Grants in each instance are intended to help the institution requesting funds to do a significant series which it could not accomplish on its own resources. As the announcement of the grants states, "these grants are intended to provide that key person or key thing which is needed to enable you to do a good content-oriented program series."

Institutions awarded grants follow: In radio, Alabama College, University of Chicago, Iowa State College, University of Massachusetts, Michigan State College, University of North Carolina, State University of Iowa, and George Washington University of Washington, D.C. In television: University of Nebraska, New York University, St. Louis Board of Education, Stanford University, University of Illinois, and the University of Wisconsin.

Details on the individual awards in Radio follow: Alabama College, Montevallo, Alabama--$1,800.00. This will enable Alabama College to do a series of 26 half-hour organ recitals on one of the finest organs in the country and with one of the country's

finest organists. Under the title "Organ Music of the Centuries", the series is described as "an historical recital series of organ music".

The University of Chicago, Chicago, Illinois--$5,000.00. This grant will enable the University of Chicago to produce 1) talk programs dealing with fiction and poetry, 2) dramatic readings and short stories, and adaptations of novels and 3) production of poetic dramas and adaptations of historical and philosophical works.

Iowa State College, Ames, Iowa--$4,500.00. This grant will provide a thirteen-program documentary profile on the modern corn-belt farmer--his life at home, in the fields, in town--authenticated with recorded excerpts from the routine of the farm citizen. The series should depict the economic contribution and social significance of the farmer in contemporary American life.

University of Massachusetts--$4,500.00. The "New England Anthology" will consist of eight half-hour programs, woven together by narration, concerned with the American concept of the free man. Three of the programs will feature Robert Frost, Wallace Stevens, and Archibald McLeash. Each program will be built around readings from their works by American poets now living in New England or closely connected with that region.

Michigan State College, East Lansing, Michigan--$6,000.00. This series of thirteen thirty-minute shows will depict the inter-relationship of the complex factors which have influenced the phenomenal development of the Great Lakes region, factors which have brought this region to its present economic and cultural strength.

University of North Carolina, Chapel Hill, North Carolina--$5,000.00. According to the request, this grant will enable the University of North Carolina to produce a series called "The American Adventure" which is described as a series of thirteen half-

hour dramatic shows exploring the heritage and values of Western civilization as these values affect the lives and strengthen the souls of individuals in crises.

State University of Iowa, Iowa City, Iowa—$5,000.00. This series is entitled "How's the Family?". It aims at the most important area in social behavior today. Accordingly, its overall message will be "the best family climate comes from affection and mutual regard from a poignant realization of the preciousness of persons and from an understanding of the proper role of authority".

George Washington University, Washington, D. C.—$700.00. This will enable the University to produce a weekly radio news round-up of vital Washington angles on international news events. News collection will be done under the supervision of the Department of Journalism.

Winning requests for grants for television series include:

University of Nebraska, Lincoln, Nebraska—$9,000.00. Three related series of thirteen half-hour television programs entitled tentatively "The Nebraska Trilogy". The first thirteen programs will deal with the archeaology of the plains, the second with the Indians of the plains, and the third with the white man on the plains.

New York University, New York City—$6,500.00. "Archaeology and Modern Man". As the application states, "few people realize that under the ground upon which they walk are the works of their ancestors—civilizations, cities, homes, artifacts and even their predecessors themselves. The rediscovery of these objects and the study of them in order to ascertain their significance - this is Archaeology." These programs will give the audience the simple rules by which it can understand, appraise, and even take part in the ceaseless succession of discoveries that is Archaeology".

St. Louis, Missouri Public Schools--$3,500.00. "Visitons Mimi" uses puppets to help in teaching a foreign language. Although this is intended for teaching French in the primary grades, this program should have wide out-of-school use for adults as well.

Stanford University, Stanford, California--$8,000.00. A series of thirteen weekly half-hour television programs entitled "Your Rugged Constitution". This will attempt to relate current problems to the constitution and to show the background of the human values first written into the constitution.

University of Illinois, Urbana, Illinois--$8,500.00. This series of thirteen half-hour television programs will describe and explain the critical points in the economics of American agriculture and relate them to the total national economy. It will further help to increase the understanding and appreciation of farm and city people for each other.

University of Wisconsin, Madison, Wisconsin--$8,000.00. This program series on city planning entitled "Crisis in the City", hopes to move the people and their public officials toward intelligent city planning for the future.

These fourteen program series represent a further step in the efforts of the National Association of Broadcasters, assisted by the Educational Television and Radio Center, to realize the potentialities of American educational institutions in contributions to American needs through the media of radio and television. They are based on the belief that the information contained within American educational institutions should be more widely disseminated than commercial broadcasters can normally be expected to provide.

INFORMATION SHEET ON
MATERIALS AVAILABLE TO THE GENERAL PUBLIC FROM NAEB HEADQUARTERS
14 Gregory Hall, Urbana, Illinois

The Headquarters of the National Association of Educational Broadcasters has available for distribution a number of studies and recordings. The following information was prepared to acquaint you with the availability of these materials.

STUDIES NOW AVAILABLE	AUTHORS	Pages	Binding	Issued	Period Covered	Gen. Price	Members' Price
NAEB Radio-TV Biblicgraphy	Burton Paulu	129	Paper	Dec. '52	Jan. 1, 1949-June 30, 1952	$2	One Copy Free
Public School Broadcasting-Third Allerton Seminar	M. McCabe Day	50	Paper	June '53	June 15-24, '52	$1	One Copy Free
NAEB Region II Seminar Workshop Report	R. F. Schenkken	25	Paper	May '53	Mar. 13-14, '53	$1	One Copy Free
NAEB Region III Workshop Proceedings	William Bender, Jr.	19	Paper	June '53	May 22-24, '53	$1	One Copy Free
*NAEB Lincoln Lodge Seminar on Educational Television	Burton Paulu	109	Paper	Sept. '53	June 21-27, '53	No Charge	
NAEB TV Production Workshop	Edward Stasheff	112	Paper	Mar. '54	Aug. 28-Sept. 18, '53	$2	One Copy Free
New York Television (Studies #1 & #4)	Dallas W. Smythe	108	Paper	Aug. '52	Jan. 4-10, '51 Jan. 4-10, '52 (Compared)	$5	$1
Los Angeles Television (Study #2)	Dallas W. Smythe Angus Campbell	94	Paper	Dec. '51	May 23-29, '51	$5	$1
Chicago Summer Television (Study #3)	Hans O. Mauksch Donald Horton Kurt Lang	73	Paper	Dec. '52	Aug. 5, '51	$5	$1
New Haven Television (Study #5)	Dallas W. Smythe	119	Paper	Apr. '53	May 15-21, '52	$5	$1
Three Years of New York Television (Study #6)	Dallas W. Smythe	161	Paper	July '53	Jan. 4-10 1951-53	$5	$1

Four Years of New York Television (Study #7)	H. H. Remmers	Paper	June '54	Jan. 1951-54 (Compared)	$5	$1

NAEB TV OPERATIONS COMMITTEE REPORTS:
-No. 1. Survey of Physical Plant and Equipment
-No. 2. Salary Scales (Is available only to members of the NAEB)
-No. 3. Organizational Charts
-No. 4. Survey of Typical Costs of Typical Programs
-No. 5. Intra-Institution Relationships
-No. 6. Student and Staff Training

NAEB ENGINEERING COMMITTEE REPORTS:
-No. 1. Television Equipment by Carl Menzer; Issued May '53; general price $1 and one copy free to members.
-No. 2. Motion Pictures and Kinescope Recording for Educational Television by Vernon Putnam; issued May '53; no charge
-No. 3. Operating Techniques for Video Recorders by Keith K. Ketcham and Herbert T. Krajewski; issued July'53;no charge
-No. 4. Engineering Operations Problems Based on Three Years of Operation; issued Nov. '53; no charge
-No. 5. The Theory of Video Recording by Joseph W. Belcher; issued March '54; no charge.
-No. 6. NAEB Tape Recording by Carl Menzer, WSUI; issued May 1954, no charge.

LP RECORDS AVAILABLE
- The Jeffersonian Heritage. 13 half-hour programs on seven 12" discs. Stars Claude Rains. Released on the NAEB Tape Network on Sept. 15, 1952. Price: $25.00 for the album.

- People Under Communism. Seven one-hour programs on 12" discs. Released on the NAEB Tape Network on December 7, 1952. Price: $25.00 for the album.

- Ways of Mankind, Series I. 13 half-hour programs on seven 12" discs. Released on the NAEB Tape Network on Dec. 14, 1952. Price: $25.00 for the album.

- Ways of Mankind, Series II. 13 half-hour programs on seven 12" discs. Released on the NAEB Tape Network on Oct. 4, 1953. Price: $25.00 for the album.

*limited supply

ORDER FORM ATTACHED

5-26-54

ORDER FORM

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Please send:

NO. OF COPIES	ITEM	PRICE
_____	NAEB Radio-TV Bibliography	$2.00 (Members have already received a free copy)
_____	Public School Broadcasting-Third Allerton Seminar	$1.00 (Members have already received a free copy)
_____	NAEB Region II Seminar Workshop Report	$1.00 (Members have already received a free copy)
_____	NAEB Region III Workshop Proceedings	$1.00 (Members have already received a free copy)
_____	NAEB Lincoln Lodge Seminar on Educational Television	No charge. Supply limited
_____	NAEB TV Production Workshop	$2.00 (Members have already received a free copy)
_____	New York Television	$5 to non-members; $1 to NAEBers
_____	Los Angeles Television	$5 to non-members; $1 to NAEBers
_____	Chicago Summer Television	$5 to non-members; $1 to NAEBers
_____	New Haven Television	$5 to non-members; $1 to NAEBers
_____	Three Years of New York TV	$5 to non-members; $1 to NAEBers
_____	Four Years of New York TV	$5 to non-members; $1 to NAEBers
_____	NAEB TV Operations Comm. Report No._____	
_____	NAEB Engineering Comm. Report No._____	
_____ albums	The Jeffersonian Heritage	$25.00 per album
_____ albums	People Under Communism	$25.00 per album
_____ albums	Ways of Mankind, Series I	$25.00 per album
_____ albums	Ways of Mankind, Series II	$25.00 per album

Signed_____

CHECK ONE: Bill me
Check attached

NAEB Member? Yes_____ No_____

Send to_____

_____

_____

STATE DISTRIBUTION OF PROGRAMS

STATION	LOCATION	PROGRAMS CARRIED
WCRL	ONEONTA	WOMAN'S WORLD GOVERNMENT BY PEOPLE EDIT. REVIEW UNIV. REPORTS
WMFC	MONROEVILLE	EDIT. REVIEW UNIV. REPORTS
WULA	EUFAULA	WOMAN'S WORLD GOVT. BY PEOPLE EDIT. REVIEW MUSIC MIRROR UNIV. REPORTS CAP. CONCERTS 1/2
WGEA	GENEVA	WOMAN'S WORLD GOVT. BY PEOPLE EDIT. REVIEW MUSIC MIRROR
WWWF	FAYETTE	WOMAN'S WORLD GOVT. BY PEOPLE EDIT. REVIEW MUSIC MIRROR UNIV. REPORTS CAP. CONCERTS 1/2
WCTA	ANDALUSIA	UNIV. REPORTS
WFMH	CULLMAN	WOMAN'S WORLD GOVT. BY PEOPLE EDIT. REVIEW MUSIC MIRROR UNIV. REPORTS CAP. CONCERTS 1/2
WOWL	FLORENCE	WOMAN'S WORLD GOVT. BY PEOPLE EDIT. REVIEW MUSIC MIRROR UNIV. REPORTS CAP. CONCERTS 1/2
WOOF	DOTHAN	DOC: DEEP SOUTH 1/2 &
WAMI	OPP	WOMAN'S WORLD GOVT. BY PEOPLE EDIT. REVIEW MUSIC MIRROR UNIV. REPORTS CAP. CONCERTS 1/2
WHEP	FOLEY	UNIV. REPORTS EDIT. REVIEW

STATE DISTRIBUTION OF PROGRAMS

STATION	LOCATION	PROGRAMS CARRIED
WAFM	BIRMINGHAM	WOMAN'S WORLD GOVERNMENT BY PEOPLE EDITORIAL REVIEW MUSIC MIRROR UNIVERSITY REPORTS
WTBC	TUSCALOOSA	WOMAN'S WORLD GOVERNMENT BY PEOPLE EDITORIAL REVIEW MUSIC MIRROR UNIVERSITY REPORTS
WUOA	UNIVERSITY	WOMAN'S WORLD GOVERNMENT BY PEOPLE EDITORIAL REVIEW MUSIC MIRROR UNIVERSITY REPORTS CAPSTONE CONCERTS

STATIONS CARRYING "ALABAMA EPIC"

WWWF	FAYETTE	SUNDAY	1:30 P.M.
WCOV	MONTGOMERY	SUNDAY	10:15 P.M.
WTBF	TROY	SUNDAY	9:00 P.M.
WCRL	ONEONTA	SUNDAY	2:00 P.M.
WJMW	ATHENS	SUNDAY	12:30 P.M.
WAUD	AUBURN	SUNDAY	8:30 A.M. or 9:30 A.M.
WZOB	FORT PAYNE	SUNDAY	3:30 P.M.
WRLD	LANETT	SUNDAY	9:30 P.M.
WAMI	OPP	SUNDAY	3:00 P.M.
WHOS	DECATUR	SUNDAY	2:00 P.M.
WJBB	HALEYVILLE	SUNDAY	9:30 P.M.
WJHO	OPELIKA	SUNDAY	6:30 P.M.
WHEP	FOLEY	SUNDAY	3:00 P.M.
WWWB	JASPER	SUNDAY	6:30 P.M.
WGEA	GENEVA	SUNDAY	4:30 P.M.
WOWL	FLORENCE	SUNDAY	7:00 P.M.
WWWR	RUSSELLVILLE	SUNDAY	4:00 P.M.
WAPI	BIRMINGHAM	SUNDAY	12:30 P.M.
WHAM	ANNISTON	SUNDAY	4:00 P.M.
WUOA	UNIVERSITY	SUNDAY	8:30 P.M.
WERH	HAMILTON	MONDAY	3:00 P.M.
WULA	EUFAULA	WEDNESDAY	8:00 P.M.
WMFC	MONROEVILLE	WEDNESDAY	10:30 P.M.
WGSV	GUNTERSVILLE	SATRUDAY	3:30 P.M.
WEBJ	BREWTON	SATURDAY	8:00 P.M.

PRESS RELEASE RELEASE AUGUST 9

From: The National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

URBANA, ILLINOIS -- A second series of grants-in-aid for the improvement of educational radio and television programs was announced here today on behalf of the National Association of Educational Broadcasters. The awards totalling $80,000 were announced by Dr. Harry J. Skornia, N.A.E.B. Executive Director.

Educational institutions, including college and universities, schools and radio or television production centers associated with such, are eligible to apply, according to Skornia.

The grants will include amounts not to exceed $7,000 for radio programs, and $9,000 for television production, according to Skornia. They are intended as supplements to funds and facilities already available at applying institutions. The grants are aimed to assist the institutions to produce programs of even better quality.

This series of grants has been made possible through N.A.E.B. because of the support of the newly founded Educational Television and Radio Center, of which President Harry Newburn, University of Oregon, was recently named head.

Formal announcements of rules applying to grants are being mailed to all educational radio and television stations. Applications are due at N.A.E.B. Headquarters, 14 Gregory Hall, Urbana, Illinois, no later than October 1.

A first series of grants was made by N.A.E.B. a year ago. Radio and television programs produced under these grants, some 13 series, are now being collected by N.A.E.B. Radio programs will be released by the N.A.E.B. Tape Network, and television programs by the Educational Television and Radio Center.

-30-

the national association of educational broadcasters

takes pleasure in announcing

a second series of grants-in-aid

for content-oriented

radio and television programs.

august, 1953

these grants-in-aid have been made possible by the

EDUCATIONAL TELEVISION AND RADIO CENTER

detailed information on how to apply for one of these grants is contained on the following pages.

- *all applications for grants must be submitted in accordance with the following conditions and must be sent to NAEB Headquarters, 14 Gregory Hall, Urbana, Illinois*

details of grants-in-aid

1. All applications must be for a grant to help produce a series of content-oriented educational radio or television programs. The programs generally must be in the areas of world affairs, political affairs, economics, or the humanities. However, other areas will be considered and grants may be made in areas outside the four listed.

2. Applications may be submitted by any educational institution or school system. An applicant need not be a member of NAEB.

3. Applications may be submitted for a grant in either radio or television, or both.

4. The grants will not exceed $7,000 in radio or $9,000 in television. ***Applications asking for considerably less than these maximum amounts will receive full consideration.*** No grant will include funds for capital expenditures.

5. These grants-in-aid are intended to help educational broadcasters help themselves. They cannot carry the burden of production costs. They should enable the grantee to hire a key person to do that key thing which makes the production possible.

6. All programs produced with the help of these grants must be suitable for use by the NAEB Tape Network or the Educational Television and Radio Center.

Rights to the programs produced under the terms of these grants are to be given to NAEB. 7

Applications must be in writing. Six copies of all written material must be supplied, together with examples via tape or film of applicant's technical ability to produce either radio or television programs. 8

Grants will be made on the basis of application; thus completeness and understandability of presentation will be vital. 9

Deadline for applications is October 1, 1953. 10

Production of all projects must start 90 days after grant is made. 11

A firm completion date must be indicated for all series. 12

Reports will be required every 90 days, and at the end of the series production. Reports must cover handling of production and of funds. 13

A tape recording of each radio program produced with the help of these grants must be sent to NAEB Headquarters for possible use on the NAEB Tape Network. 14

A film or kinescope of each television program produced with the help of these grants must be sent to NAEB Headquarters for possible use by other educational institutions. 15

application form

for radio-television grants-in-aid

1 Attach as *Exhibit* "A" a description of the proposed radio or television program series. This should be long enough to adequately describe the idea. It should be accompanied by a 100-word brief description of the idea.

2 Attach as *Exhibit* "B" the proposed budget for this project. This should be in two parts:

(1) The part you expect to contribute from your own resources and personnel; and

(2) The part you would expect to receive from NAEB.

3 Attach as *Exhibit* "C" some evidence of your ability to produce a series of programs in this area. This might include:

(1) Tape or film which can be listened to or viewed;

(2) Background information on the production people you would use; and

(3) Background information on the content authorities.

4 Attach as *Exhibit* "D" a statement on the willingness of your institution to accept this grant, to abide by the conditions stipulated, and to make the necessary financial reports. This should be signed by an administrative officer of your organization.

address all inquiries concerning these grants to

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

HERALD TRIBUNE, August 24, 1952

Radio Education Network Seeks New Fields Abroad

By CHARLES K. WATERS

Officials of the National Association of Educational Broadcasters (N. A. E. B.)—called for the "bicycle network" for its system of circulating tape-recorded lectures, dramas and music among eighty-two operating stations—left last Wednesday aboard the Ile de France for a month's tour of Europe.

They will confer with broadcasters in London, Paris, Geneva and Rome in an attempt to widen their exchange of programs. And they will offer American programming that has been termed "the most dramatic development on the North American Continent," by Neil Morrison, production chief of the Canadian Broadcasting Corp.

N. A. E. B. began to pedal in 1949. Former President Herbert Hoover, in 1925, when he was Secretary of Commerce, called a conference of all broadcasters. A small group of colleges formed as a separate spoke in this high-wheeled era of radio. After twenty-four years of coasting, the bicycle network since '49 has added forty-seven stations to its original thirty-five; has developed a headquarters and staff at the University of Illinois, Urbana; and has grown from an organization handling $2,000 yearly dues to administration of $1,200,000 grants. This year it has earmarked $80,000 for colleges to produce radio and television shows.

Get Rockefeller Grant

Providing pavement for the bicycle network was a grant from the Rockefeller Foundation to the University of Illinois. With these funds, a seminar for members of N. A. E. B. was held in July, 1949, and it was decided to exchange program resources. This gave the long hesitant stations a push. WNYC, New York's municipally owned AM and FM stations put in leg power and seated a jockey with more than patter about platters.

Seymour N. Siegel, the forty-four-year-old jockey, WNYC's director and N. A. E. B.'s president, is accompanied on the European tour by George Probst, director of the "University of Chicago Roundtable," which is a continuous program on the network; and Parker Wheatley, of WGBH, Boston, and the Lowell Institute Broadcasting Council. They will join Mr. Morrison in London.

The tour grew from a meeting of CBS and N. A. E. B. with British Broadcasting Corp. executives, who framed the plan for enlarging the cycle of educational programs. Steering for the rough television terrain ahead, the N. A. E. B. officials hope to stimulate the exchange of educational films between the United States and Europe for the bicycle network. Besides talking with broadcasters the N. A. E. B. team will confer at American embassies, with Voice of America representatives and Mutual Security Agency aids.

Sees Greatest Program Exchange

"These conferences will produce the greatest interchange of cultural and information programs that has ever been seen," Mr. Siegal predicted. "We haven't the time to make a bicycle trip across Europe, but we are taking our bicycle network over there as a forward moving vehicle of American radio.

"N. A. E. B. has outgrown the bicycle tag we took after the Allerton House conferences in '49. We are a tape network with the facilities for duplicating a wide range of programs at high speed for immediate distribution. With TV before us—there'll be two dozen educational channels operating by the end of next year—we must travel to wider fields to obtain educational films as well as radio programs."

N. A. E. B. attempts to provide the underprivileged one-third of American radio listeners with the equivalent of the British Third program, which is regarded as the outstanding cultural broadcast in the world. The Allerton House seminar began pumping the bicycle network for this highbrow crest after examining commercial radio's findings that 70 per cent of American listeners thought the output of private stations served the community better than governments, schools, churches and press.

The educational broadcasters agreed that as an engine of entertainment, American commercial radio was the best in the world. But, with no advertisers to rely upon nor talent to pay nor pay rolls to meet, N. A. E. B. decided that it had the opportunity to devote large blocks of time to broadcasting significant information.

"It takes twenty years for listeners to learn of the availability of a program, we found. And developing good taste in an audience by exposure to large quantities of the best in music, drama and general information requires more time than the commercial contract of thirteen or twenty-six weeks provides," Mr. Siegel said.

"We were convinced that it is as unnatural for a person to stop learning at age fourteen—the level of commercial radio—as it is for him to die at age fourteen. Since N. A. E. B. stations are owned by the people or by eleemosynary institutions, we felt compelled to beam to the 30 per cent minority not satisfied or served by commercial radio. They are the underprivileged one-third. We concluded that we must begin the exchange of resources to serve them."

Mr. Siegel appealed to Cooper Union on its ninetieth anniversary to donate $1,000 worth of tape to record "Great Themes in the Great Hall." He got $600 worth, and the program was mailed around the network. The system of using the tape and passing it along was dubbed "bicycling." The New York Herald Tribune donated $420 worth of tape to record its Forums, and another information program was circulated.

A half hour daily was allowed by WNYC to service the network, but the demand by the thirty-five stations for eight to ten hours of programs weekly cut into the studio's work schedule by 30 per cent.

In 1951, the W. K. Kellogg Foundation, of Battle Creek, Mich., granted N. A. E. B. $245,000 for five years. A headquarters was set up in the University of Illinois division of communication. There, a staff edits the programs, lifting the burden from WNYC and the other stations. At first only twelve copies of a tape could be made for the "bicycle" trip around twelve geographical circuits served by member stations. Now, a mass duplicator runs off ten tapes at a time.

During 1950-'51, N. A. E. B. distributed 297 programs, comprising thirty series. Included were nine series of music for ninety hours; four of thirty-seven hours were drama; one of six-and-a-half hours was children's stories; ten of sixty-and-a-half hours were forums, and six of twenty-two-and-a-half hours were documentaries.

$300,000 Ford Grant

The boldest sprint by N. A. E. B. was propelled by a $300,000 grant from the Fund for Adult Education tion established by the Ford Foundation. N. A. E. B. produced a series of programs with paid talent. "The Jeffersonian Heritage," a thirteen-week series will be broadcast on the network in the fall.

"The 'Heritage' was our test," Mr. Siegel said. "For the first time N. A. E. B. harnessed the intelligence of the nation's leading scholars for radio. We made the consultant king. We converted scholars into radio producers. We killed off twenty top commercial writers trying to recondition their standards of twenty years, and we reconditioned composers to write the bridge music. Our product isn't a one-shot. It will be good in twenty to fifty years."

N. A. E. B.'s complete package for fall provides six and a half hours weekly, three and a quarter hours of lectures, three-quarters hour for children, an hour of drama, and one and a half hours for music.

"What's the significance of this?" Mr. Siegel asked and answered his own question: "Well, when the Federal Communications Commission started hearings on allocating TV channels to educational institutions, N. A. E. B. was the hub of action by educators. We worked together, raised $50,000 in a professional fund drive, and hired Gen. Telford Taylor as counsel to plead for us.

"Never before have so few with so little overwhelmed so many. We got more than we asked for from the F. C. C., 242 channels, 12 per cent of those to be allocated. That makes our future tasks greater. But if N. A. E. B. keeps on asking here and in Europe, the future is unlimited. We'll be able to ride the bicycle network success into TV and reach a goal of 500 hours yearly on radio."

WORLD TELEGRAM, SEPTEMBER 26, 1952

has sent secret
mmissioners to
e in future de-

•

ers favor Gov.
sident 9 to 4.

•

Committee on
vey is deep in
s final report.
His Honor are
rtain sections
nterpreted as
stration waste

President James talked up by

Former Alderman Max Gross heads a new municipal affairs committee of the Bronx Bar Assn. The group is supposed to be a watchdog over city government.

• • •

Seymour Siegel, director of WNYC, has just returned from a trip through Europe to negotiate exchange programs with European radio execs.

• • •

DAILY GRAPHIC & DAILY SKETCH

Thursday, September 18, 1952

A Kems

AMERICA TO TAKE IT FROM HERE

By MARK JOHNS

TAKE It From Here, one of Britain's top radio comedy shows, will try to tickle American as well as British audiences when the new series begins next year.

America's radio "schoolmaster," Mr. Seymour Siegel, who has been searching for cultural programmes over here, will present Joy Nichols, Jimmy Edwards and Dick Bentley from his own radio station in New York.

It is part of Mr. Siegel's plan to educate Americans. Take It From Here will teach them to appreciate British humour, he said in London last night.

ALL SPONSORED

Mr. Siegel is president of the National Association of Educational Broadcasters.

"Soap operas, quiz shows and audience - participation programmes—all sponsored, now dominate U.S. programmes," said Mr. Siegel.

"This is not good for the American people and we want them to have some of the things British people enjoy."

THE DAILY TELEGRAPH AND MORNING POST

THURSDAY, SEPTEMBER 18, 1952

135, Fleet Street, London, E.C.4.
Telephone: Central 4242.

U.S. SEEKS TV EXCHANGE

CULTURAL FEATURES

By Our Radio Correspondent

Among B.B.C. programmes which have impressed American educational broadcasters who are visiting this country looking for material are the television puppet show for children "Andy-Pandy," the television film about Henry Moore and the B.B.C. sound series "Taking Stock." They want to transmit these programmes in America.

Three delegates of the American National Association of Educational Broadcasters have just completed a 10-day visit to the B.B.C. and have also been guests of the broadcasting organisations in Paris, Rome and Geneva. The result of their tour will be an increase in cultural broadcasting exchanges between the Old and New worlds.

The visitors are Mr. Seymour Siegel, president of N.A.E.B. and director of New York City's municipal station W.N.Y.C.; Mr. George Probst, director of radio and television at the University of Chicago; and Mr. William Harley, associate professor of radio education at Wisconsin University and programme director of the Wisconsin State Broadcasting System.

They want to commission the B.B.C. to make 13 half-hour films dealing "with the humanities." These, it is hoped, will have a perennial value in American television transmissions. The N.A.E.B. has offered the B.B.C. various recorded sound programmes, including an authoritative series on Thomas Jefferson.

TIMES PAST THE TIMES

THURSDAY SEPTEMBER 18 1952

ANGLO-AMERICAN RADIO EXCHANGES

RESULT OF LONDON TALKS

FROM OUR EDUCATIONAL CORRESPONDENT

There is a promise of increased interchange of cultural and educational sound broadcasts and television programmes as the result of a 10-day visit to London of representatives of the United States National Association of Educational Broadcasters.

Talks between the B.B.C. and the N.A.E.B. have been mainly exploratory, but definite proposals have been discussed. The B.B.C. is said to be "enthusiastically considering" a series of 13 half-hour broadcasts telling "the Jefferson story." Both parties are thinking of using series of broadcasts setting out the fundamentals of each country's foreign policy.

The N.A.E.B. is interested in the "Andy Pandy" television programme, and has in mind to commission films from the B.B.C. Film Unit.

The National Association of Educational Broadcasters was founded in 1949. It has its headquarters at the University of Illinois and operates over 80 radio stations, all non-commercial. Its primary aim is to give the American people more sound broadcasts and television programmes of Third Programme standard than, in the words of its president, Mr. Seymour Siegel, "the commercial stations can reasonably be expected to produce."

December 5, 1952

Sent: Dec. 5, 1952 (Walt)

T E L E G R A M

PLEASE WIRE DATE AND TIME CARRYING "WAYS OF MANKIND." NECESSARY FOR N.Y. TIMES AD.

SEYMOUR SIEGEL

EDUCATIONAL TELEVISION *reported in the nation's press*

newspaper and magazine articles compiled by

THE JOINT COMMITTEE ON EDUCATIONAL TELEVISION
1785 Massachusetts Avenue, N. W., Washington 6, D. C.

NUMBER 4

The News-Gazette

1852 A Century of Public Service—In Champaign-Urbana and Central Illinois 1952

People's Forum

Letters to the Editor

April 10, 1952

Private Business And UI In Television

Editor:

Much has appeared recently in the public prints on the relative claims of the University of Illinois and private business to a license to operate a television station in this locality. As against the University's claim it has been urged that the operation of a station by the University would be an interference with freedom of enterprise, that it is not an educational function, that it would involve an unjustifiable expenditure of public funds, and that the people do not want educational programs. Hence, it is asserted private business has a clear priority over the University for obtaining a license from the federal communications commission. I would like to make some observations on each of these points.

(1) It is difficult to see upon what theory a commercial agency has a priority over a public institution to the free use of air space which is a part of the public domain. Private business does not own the space through which it must propel electrical waves in order to transmit its services to the people. This space is at the disposal of the government for the public good, and the University being a public agency ought to have a claim to its use for educational purposes superior or at least equal to the claim of a private institution.

* * *

Moreover if the University enters the telecasting field it will not come into unjustifiable competition with business, as some critics have charged. The principal objective of the University in operating a television station will be to provide the people with educational and cultural programs. In doing this it will not engage in private business. It will not compete in selling the air as an advertising medium, nor as an agent for the purchase or sale of goods or services of any kind. The primary purpose for which private enterprise proposes to use the air is advertising. It will sell time on the air at so much per minute, during which the merits of various commodities and services will be repeatedly extolled and proclaimed. Between commercials, programs of a type primarily calculated to attract other and bigger commercials will be planned and staged. This is not said disparagingly. The procedure must necessarily be of this type because of the nature of the enterprise. In no other way can the business be conducted profitably. In no other way can many costly and valuable programs be placed on the air. But these considerations serve to point up the fundamental differences in the objectives of a University and a commercial television station. There is an overlap. There are conflicts. But each has its place. There is no unjustifiable invasion of the freedom of enterprise by the University. It must not be overlooked that public education is as deeply rooted in the American tradition as private enterprise.

(2) Is operating a television station a University function? The function of a university is education, and education consists at least partly in the dissemination of information and ideas by means of lectures, demonstrations, books, movies, radio and other methods of communication. Television is one of the most effective forms of communication yet contrived by man. Its educational potentialities are still beyond the reaches of the imagination. It has the power to place hitherto unavailable educational opportunities within the homes of thousands of people, young and old. Should this valuable educational device be denied to the University because private business desires it for use as an advertising medium?

(3) It would seem to follow that if the operation of a television station is an educational function, the appropriation of public funds for its operation would be justifiable. Of course the legislature would still control the purse strings, and would have the ultimate power to determine the allocation of funds to it. The vote of legislators on the matter, no doubt, would be determined by its proved value to the people of the state. The objection by commercial stations to the expenditure of funds by the state for television is no more valid than an objection by privately owned technical and engineering schools to state expenditures for engineering shops and laboratories.

(4) Do the people of the state want educational programs? On this point the representatives of private business are on the horns of a dilemma. If they say the people do not want educational programs, a University station would offer them no competition in public appeal, and their objection on this score would have to be withdrawn. If they say a University station will offer them competition then they must recognize that the people want educational programs. Now if privately operated stations propose to sponsor educational programs then it is admitted that telecasting is an enterprise, into which the University, as an educational institution, has a right to enter. If the people of the state want educational programs and are willing to pay the costs to enable the University to supply them, why are they not entitled to them? It can hardly be contended at this late date that education is not a matter of public concern or that it should not be supported at public expense.

* *

It is not denied that television is a legitimate and desirable field in which private enterprise may operate, or that television advertisement is not a beneficial and an essential branch of that business. The contrary is true. Nor is it contended that the University should have exclusive telecasting rights in this area of the state. The contention is simply that the operation of a television station comes within the proper sphere of education and that the University, in order to perform its educational responsibilities should be granted either full or part time control over a television station. If all available practicable air channels were awarded to commercial institutions then the vesting of substantial interests in reliance thereon could forever block education from entering the field. This might well have serious consequences. A monopoly in television by business would be as harmful as monopoly in television by the state.

GEORGE W. GOBLE
Professor of Law

NAEB NEWS

Release: ON RECEIPT

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall Urbana, Illinois Phone EMpire 7-6611, Ext. 3394

10.1.3446

For further information, contact:
Mrs. Betty McKenzie
14 Gregory Hall
Urbana, Illinois
Empire 7-6611, Ext. 3394

NAEB OPENS WASHINGTON OFFICE

August 22, 1960, Urbana, Illinois--Dr. Harry J. Skornia, president of the National Association of Educational Broadcasters announced today that the NAEB will open an office in Washington, D. C., on September 1. William G. Harley, chairman of the board of NAEB, will head the staff at the DuPont Circle Building, 1346 Connecticut Avenue, N.W.

Harley, who is on leave of absence from his duties as program director of Station WHA-TV at the University of Wisconsin, will succeed Skornia as president of the NAEB effective November 1. Skornia has resigned as of that date to devote full time to teaching television and radio in the college of journalism and communications at the University of Illinois.

#####

BMcK/jl August 22, 1960

File Copy – do not remove

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

ANNOUNCES THE OPENING OF ITS

WASHINGTON OFFICE

UNDER THE DIRECTION OF

WILLIAM G. HARLEY

DUPONT CIRCLE BUILDING
1346 CONNECTICUT AVENUE
WASHINGTON 6, D. C.

SEPTEMBER, 1960

TELEPHONE
NORTH 7-6000

GENERAL OFFICE: 119 GREGORY HALL, URBANA, ILLINOIS

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

announces the opening of its
Washington office

on September 1, 1960

under the direction of

William G. Harley

1119 Dupont Circle Building
1346 Connecticut Avenue
Washington 6, D. C.
North 7-6000

Headquarters:
119 Gregory Hall
Urbana, Illinois

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

ANNOUNCES THE OPENING OF ITS

WASHINGTON OFFICE

UNDER THE DIRECTION OF

WILLIAM G. HARLEY

Dupont Circle Building
1346 Connecticut Avenue
Washington 6, D.C.

September 1960
Telephone
NOrth 7-6000

General Office: 119 Gregory Hall, Urbana, Illinois

200

413-040-07 Jed Casey

NAB-5743
Webb FCC
Batchelder 4242

The National Association of Educational Broadcasters
announces the opening of its
Washington Office
1119 Dupont Circle Bldg.
1346 Connecticut Avenue, N.W.
Washington 6, D. C.
Telephone NOrth 7-0000 William G. Harley, Representative

general office:
119 Gregory Hall
Urbana, Illinois

Schatzow 8-1660

Banquet Wed. 19th ult.
Steve Allen
Baptist

NAEB - AA

Annual NAEB Affiliates Meeting

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

MITH MARYLAND INSTITUTE FOR TECHNOLOGY IN THE HUMANITIES

UNIVERSITY OF MARYLAND

WISCONSIN HISTORICAL SOCIETY

WISCONSIN UNIVERSITY OF WISCONSIN–MADISON

NATIONAL ENDOWMENT FOR THE Humanities

Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the National Endowment for the Humanities.